



**Field of study:**

**Management**

**Subject: Business Strategies**

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Business Strategies

### **Form of classes and the ECTS points**

	Number of hours	ECTS points	Credit
lectures	15		exam
exercises	15		credit with mark
own work	35		
Total	65	5	

### **Aims of teaching**

Students will learn about business strategies, as well as creating, capturing and maintaining value by enterprises.

## Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students will have knowledge about various business strategies, innovating, thinking strategically and gaining a competitive advantage.	Zarz_WG04_Lic Zarz_WG12_Lic Zarz_WK01_Lic Zarz_WK02_Lic Zarz_WK04_Lic Zarz_WK05_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Students will be able to develop their ability of thinking strategically, analyzing competitive business environment and creating value.	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW04_Lic Zarz_UW11_Lic Zarz_UK03_Lic Zarz_UU01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Students are able to cooperate, communicate and manage resources efficiently in multicultural environments	Zarz_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KR01_Lic Zarz_KR02_Lic

## Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Introduction to business strategies	lectures exercises	1 / 2 1 / 2

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
2	Vision and mission statement	lectures exercises	1 / 2 1 / 2
3	Strategic analysis, strategy formulation and development	lectures exercises	4 / 11 7 / 11
4	Strategy development: major issues	lectures exercises	2 / 5 3 / 5
5	Strategy execution and its major issues	lectures exercises	2 / 5 3 / 5
6	Strategy and the challenge of solving social problems	lectures exercises	2 / 2 0 / 2
7	Revision and business growth strategy	lectures exercises	2 / 2 0 / 2
8	Revision	lectures exercises	1 / 1 0 / 1

## Conditions of completion

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### LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	50
Presence in classes	10
Class work	40

### EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Presence in classes	20
Class work	80

## Teaching methods

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- brainstorming
- group work
- lectures accompanied by an analysis of case studies
- lectures with discussion
- multimedia presentations
- movies
- exercises
- Analysis of commercials

## Reading (compulsory)

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- Ricky W. Griffin. Management 2017
- Kotler P., Keller K. L. Marketing Management (14th Edition) 2012

## Reading (additional)

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- Próba M. P., Grün A. . Zarządzanie i bycie zarządzanym. Ćwiczenia dla menedżerów i ich podwładnych 2014
- Gierszewska, G., Romanowska, M.. Analiza strategiczna przedsiębiorstwa 2017

## Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>KNOWLEDGE</b>			
P_W1	Zarz_WG04_Lic Zarz_WG12_Lic Zarz_WK01_Lic Zarz_WK02_Lic Zarz_WK04_Lic Zarz_WK05_Lic	1 2 3 4 5 6 7 8	Active participation in classes in solving tasks, examples and case studies Discussion during lectures Exam Group discussion active participation in classes
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>SKILLS</b>			
P_U1	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW04_Lic Zarz_UW11_Lic Zarz_UK03_Lic Zarz_UU01_Lic	1 2 3 4 5 6 7 8	Discussion during lectures Active participation in classes in solving tasks, examples and case studies Group discussion active participation in classes Exam
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>SOCIAL COMPETENCES</b>			
P_K1	Zarz_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KR01_Lic Zarz_KR02_Lic	1 2 3 4 5 6 7 8	Active participation in classes in solving tasks, examples and case studies Discussion during lectures Exam